

MINUTES

Curbside Education Advisory Committee (CEAC)

February 8, 2017

Present: Jenny Schontag (Ashland), Bob Dunn (Chesterfield), Marcia Phillips (Chesterfield), Pam Cooper (Chesterfield), John Bourret (Hanover), Marcia Kelley (Henrico).

Absent: Chuck Henley (Col. Heights), Jeff Howard (Chesterfield), Leigh Dunn (Goochland), Stephen Chidsey (Hanover), Jon Clary (Henrico), Monique Robertson (Hopewell), Bill Riggleman (Petersburg), and Darlene Mallory (Richmond).

CVWMA Staff: Kim Hynes, Rich Nolan, Nancy Drumheller, Stephanie Breaker.

Absent: Denise Ritchie

Welcome

Handouts included CVWMA Power Point Presentation, Henrico County's educational "Coloring Your Watershed" MS4 education adult coloring book (stormwater) and CVWMA's Train the Trainer- Engaging with Middle and High School Clubs flier,

CVWMA Strategic Plan Update

Kim Hynes briefly updated everyone on the goals and objectives and what she has reported back to members of the CVWMA Board of Directors in her two quarterly reports since the plan was approved by the Board in June 2016. Kim also shared that she met with members of the TAC Committee on Thursday, Feb. 2, 2017.

Goal 1: Protection of Environmental Resources (Lead Committee: TAC)

Kim Hynes said that the TAC Committee has the lead for this goal. **Initiative 1A. Add more recyclables commodities** has been implemented with the addition of kitchen, laundry and bath plastic bottles, cups, containers and tubs as well as food and beverage cartons on July 1, 2016 in both residential and drop-off recycling programs in CVWMA service area. Nancy Drumheller provided update to the Communication Plan- Additional Commodities approved by members of the Curbside Education Advisory Committee last May and asked for additional recommendations to raise awareness next fiscal year.

Goal 2: Customer Focus (Lead Committee: TAC)

Kim Hynes said that the TAC Committee has the lead for this goal. However, we do feel that it is important to solicit feedback from both our internal customers (member localities) as well as our external customers (public). How can CVWMA better serve both?

Goal 2: Customer Focus (Lead Committee: TAC)

Initiative 2A. Stay current and maximize technologies that engage customers and enhance relationships

Kim Hynes reported that staff continue to research options to enhance and stay current with latest technologies to stay engaged with the public. She went on to add that text messaging and Live chats on website are expensive. Staff has been in contact with Civic Plus as they have alert systems in Town of Ashland and City of Colonial Heights. Staff has not received their quote for these type of enhancements at this time.

Initiative 2B. Enhance the call center systems to accommodate increased information tailored to individual jurisdictions needs.

Kim shared the custom developed Call Center application and how calls are captured under call type, locality, etc. Bob Dunn (Chesterfield) asked who replied to customer emails. Kim shared that both Call center staff and Public Affairs Manager reply to these emails. Pam Cooper (Chesterfield) asked reports can be generated by locality on top issues so that education and marketing messages can be crafted locality specific? Stephanie Breaker replied that all of that type of data can be report generated.

Initiative 2C. Conduct customer surveys to assess service levels. (Lead Committee: TAC)

Kim Hynes shared that CVWMA would like to access how we are doing. We have done surveys in the past but feel that it is important to stay in touch with your internal and external customers for information and feedback that relate to services. There was much discussion about the survey. The group consensus was that the format needed to be short and sweet, include numerical ranking, be distributed through multiple platforms (outlets such as curbside email reminder, Electronics Collection Email Blast), have a comment feature, and include opportunity for random drawing for small monetary incentive for taking the survey.

The survey would include five questions centered around how public prefers to receive information, program participation now and new programs in the future, service issue resolution, and other category for comments. Staff will generate sample questions and share by email with members of this committee as well as the TAC to review and provide additional recommendations.

Bob Dunn (Chesterfield) asked for staff to share survey results the public as well as committee members and members of the CVWMA Board of Directors.

Goal 3: Educational Resources (Lead Committee: CEAC)

Kim Hynes went on to report that the Curbside Education Advisory Committee is responsible for this goal. Today's meeting will focus on two initiatives.

Initiative 3C. Work with locality liaisons to identify barriers to recycling including language. (Lead Committee: CEAC)

Members of the Education Work Group spent time coming up with comprehensive list of barriers and discussing them. The list was put in the following categories for discussion purposes: Uninformed (what to recycle, collection day, reaching new residents, reaching new employees), Costs to Recycle (locality specific- not all the same), Carts vs bins, Locality Recycling Program Confusion (different color carts; costs; County Waste), Other Recycling (apartments/townhomes, schools, public spaces, zoning (enclosures); and language/cultural. Education Work group suggested that staff incorporate some of the barriers into the Customer Service survey questions.

Staff will continue to explore cost effective ways to stay engaged with customers (public) and collaborate more with localities on educational messages as well as special collection events being hosted.

Bob Dunn (Chesterfield) asked about costs for CVWMA app. The CVWMA website is mobile and works well in other mobile devices. Staff will look into app fees and text alerts. How would the public sign up for program alerts as we do not generate phone numbers at this time?

Initiative 3E. More consistent curbside education advisory committee meetings and involvement (Lead Committee: CEAC)

Meetings will be scheduled on a quarterly basis, as well as necessary electronic communications. The next meeting date is Wednesday, June 7 at 10 am. In addition, each meeting will highlight a member jurisdiction.

Communication Plan: Additional Commodities

Nancy Drumheller provided update on all of the educational means that have been implemented since July 1 and the status on the utility bill inserts, educational magnets, and signage at locality convenience areas. In addition, she reported on the impact to the call center after the 2017 CVWMA Recycling Collection Schedule mailing. The annual collection schedule (calendar) continues to be the biggest educational resource and generates a large call volume for information on the program, accepted items and containers each year. CVWMA Call Center Supervisor and two representatives processed over 6,200 curbside calls, 631 emails, and mailed out 466 extra container stickers. The customer service staff continue to answer calls and provide education on a call basis that is invaluable to the CVWMA member localities and the Authority.

Town of Ashland- Facebook Contest

Jenny Schontag gave a brief presentation on Facebook contest the Town of Ashland implemented to educate Ashland recyclers on the new commodities. Jenny shared tips and tools on how they made residents aware of the contest, how the different posts, photos were scheduled to maximize impact and the partnership with local businesses for gift certificate prizes. This contest was very cost effective and raised awareness on new items now accepted for recycling.

Using Cell Phones- Free Apps for Education

Nancy Drumheller shared PicCollage free app and how different education messages can be created and posted to all social media platforms in real time. She shared examples on getting the word out about new commodities as well as the snow delays that took place in January. Using these type of free apps can help localities create and post locality messages in minutes (if you have a work cell phone and access to the free apps)

Stormwater Education and Litter Prevention Updates

Nancy Drumheller shared copies of Henrico County MS4 Stormwater Education Adult Coloring book that Keep Henrico Beautiful and staff with County of Henrico Public Works - Environmental Division and Public Affairs and Media Relations are created. The project was cost effective as used county staff to create and to distribute.

Nancy went on to report that Dominion Foundation has Environmental Education Grants for groups and schools. The deadline is March 1, 2017.

Middle James Roundtable has not set the date for their annual meeting of local experts and government staff and groups that provide stormwater and water quality education.

Keep Virginia Beautiful (KVB) recently announced that it will be partnering with the Virginia Department of Transportation (VDOT) and the statewide "Assign-A-Highway" program. KVB staff will provide marketing and new visibility to this program and try to solicit corporate sponsors. VDOT staff will still provide the operation support (bags, litter grabbers, collection of bags).

Train the Trainer- Engaging with Middle and High School Clubs

Nancy Drumheller provided status report on this initiative as Denise Ritchie was out sick and unable to present on her new program. Committee members felt that offering community service hours was a good element to have with the program. Pam Cooper (Chesterfield) said that she would send electronically the certificate that she uses with students that shows hours. Bob Dunn (Chesterfield) asked if Mrs. Ritchie had contacted Key Clubs and if these clubs still exist.

Locality Roundtable

CVWMA - Nancy Drumheller said she and Denise Ritchie are working several different Earth Day events so far this year (Chesterfield, New Kent, Richmond and Colonial Heights.) The website will be updated so please let her know if you have special events and programs promoted.

No locality updates to report.